

Joseph Day
Auctioneer INC.

How Columbia University Has Kept a Step Ahead of the City's Northward Growth

While devoting untold millions to educate the youth of America

Gift of new Baker Field by George F. Baker, Esq. makes possible this Great Auction Sale of

Columbia Oval, IN 225 SEPARATE LOTS AT YOUR OWN PRICE

On Gun Hill Road and Bainbridge Ave., Bronx

Next Thursday, Oct. 26th

At 12 o'Clock Noon, in the Exchange Salesroom, 14 Vesey Street, New York City



COLUMBIA COLLEGE—IN 1754—

started as "King's" College in the school house of Trinity Church

COLUMBIA COLLEGE—IN 1760—

acquired its first real estate—The King's farm—from Barclay to Murray Streets, extending to the Hudson River.

THINK OF WHAT THIS PROPERTY IS WORTH TO-DAY!

COLUMBIA COLLEGE—IN 1857—

bought Dr. Hosack's Botanical Gardens and adjacent properties between 47th and 51st Streets and extending from 6th to Madison Avenues. Now known as the Columbia College leasehold property, is to-day the very heart of midtown Manhattan.

THINK OF WHAT THIS PROPERTY IS WORTH TO-DAY!

COLUMBIA COLLEGE—IN 1892—

bought the Bloomingdale Asylum and adjacent properties, on Broadway, at 116th St. from Claremont Ave. to Morningside Drive.

THINK OF WHAT THIS PROPERTY IS WORTH TO-DAY!

COLUMBIA UNIVERSITY—RECENTLY

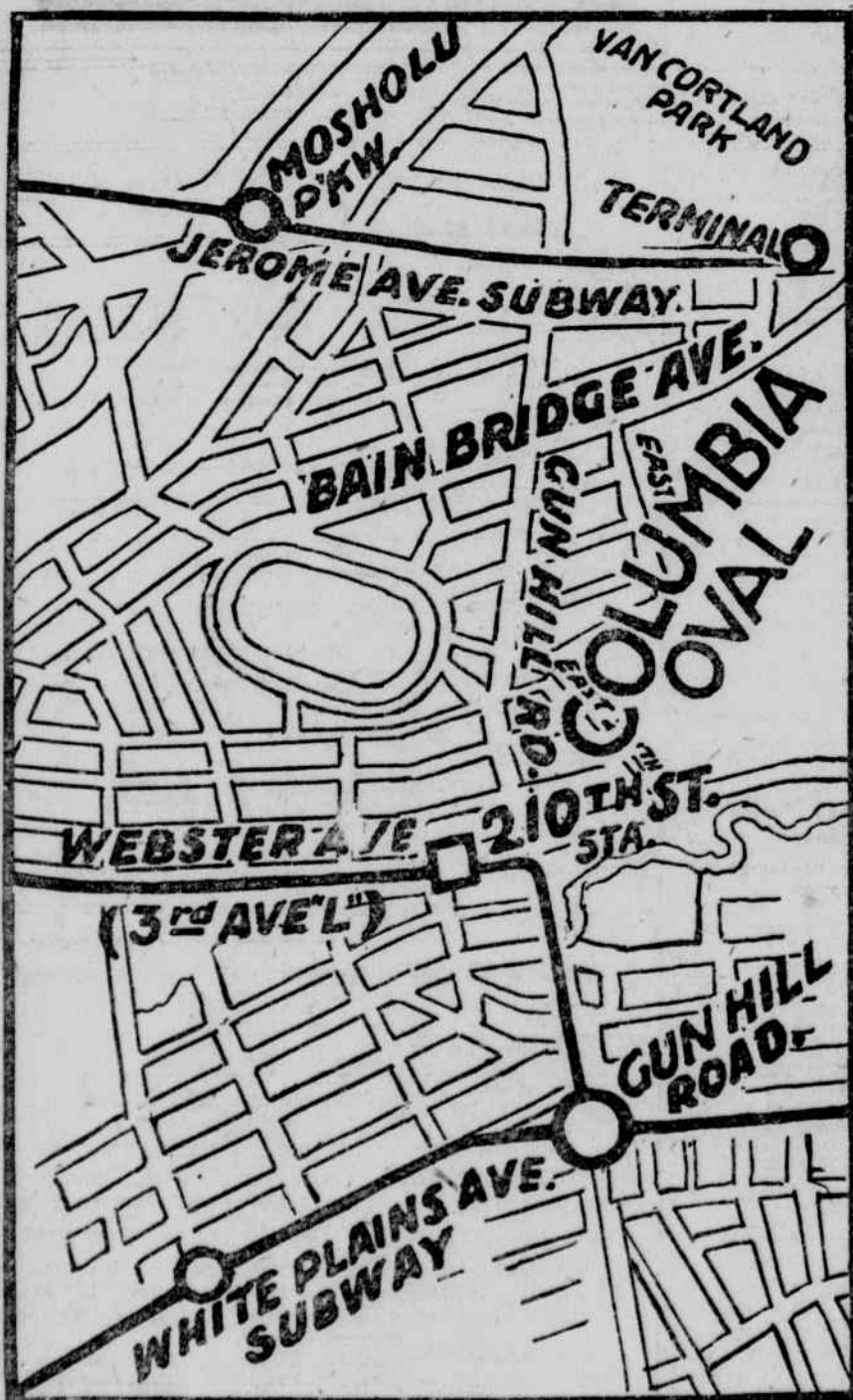
acquired, in conjunction with the Presbyterian Hospital, the old American League Baseball Grounds at Broadway and 168th Street.

THINK OF WHAT THIS PROPERTY IS WORTH TO-DAY!

COLUMBIA UNIVERSITY—MOST RECENTLY

acquired through the munificence of George F. Baker, Esq., the property at Broadway and 218th Street for an athletic field to be known as Baker Field. The Columbia University, therefore, no longer needs the Columbia Oval property in the Bronx, which has been divided into 225 lots, which I have been ordered to sell separately, at absolute auction, next Thursday, for whatever they may bring.

STUDY THIS MAP



STUDY THE ABOVE MAP of the location of Columbia Oval, and its wonderful transit facilities. Note that there are two stations on the Jerome Ave. subway, just a few blocks west of the property. Note that the 210th St. station on the Webster Ave. extension of the 3rd Ave. Elevated Railway is only a few blocks east of the property. Note that the Webster Ave. extension of the 3rd Ave. Elevated Railway connects directly with the Gun Hill Road station on the White Plains Ave. subway. Bear in mind that the Jerome Ave. subway connects at the 161st St. and Jerome Ave. station with the extension of the 6th and 9th Ave. "L", and that the Mott Ave. station, in the Bronx, is the transfer point to the Lenox and 7th Ave. (West Side) and the Lexington Ave. (East Side) Interborough subways. Bear in mind that the 3d Ave. Railway connects with all the Interborough subways at 149th St. and 3rd Ave., and with the Pelham Bay Park division at the 138th St. station. Bear in mind that the White Plains Ave. subway, at the 190th St. station, connects with the N. Y. W. & B. R. R. and also serves the most thickly populated part of the Bronx between that point and the 149th St. transfer station, where it connects with all the Interborough subways.

Absolute Auction Sale

By Order of the Trustees of Columbia University

225 Columbia Oval-Bronx Lots

On and Near Gun Hill Road and Bainbridge Avenue

I WISH my many thousands of lot buyers to know that I consider these 225 Columbia Oval lots to be among the finest and most promising building sites it has ever been my privilege to offer at auction for whatever they may bring.

GUN HILL ROAD, which has been called "The future 42nd Street of the Bronx," runs right through this property at a point where the concentration of rapid transit facilities includes the Mosholu Parkway and Terminal stations on the Jerome Ave. subway, the 210th St. station on the Webster Ave. extension of the 3rd Ave. "L," and the Gun Hill Road station on the White Plains Ave. Subway. These stations are each and all within a few blocks east and west of the Columbia Oval lots, which I have been ordered to sell to you at your own price.

GUN HILL ROAD is in a business zone, and it is a growing business thoroughfare that may some day rival Fordham Road; and—these Columbia Oval Lots should increase in value just as the other Columbia University real estate of to-day reflects the wisdom of the Trustees in selecting New York City locations. Bainbridge Ave., on which also a number of the lots have their frontage, is another business thoroughfare. The balance of these Columbia Oval Lots are in a residential zone, and are most conveniently located.

VAN CORTLANDT PARK, the Concourse and the new Bronx River Parkway are within a few blocks of the property. The Trustees of Columbia University have shown good foresight in the selection of all of the New York City real estate owned by the University. Their purchase of the Columbia Oval, in 1896, following a search that extended all over Manhattan and the Bronx, further evinced the wisdom they had shown in the selection of properties along Broadway and 5th Avenue. Since that time subways, elevated railways and trolley car lines have been extended to and far beyond Gun Hill Road and the Columbia Oval. The Bronx has become thickly populated, and there is now a tremendous demand for building sites on which to erect dwellings, apartment houses and business buildings. The values that the Trustees of Columbia University, in 1896, saw in Columbia Oval have since been tremendously enhanced by the advent of rapid transit and the northward progress of population and building.

Now—through the munificence of George F. Baker, Esq., New York Banker and Philanthropist, a twenty-six acre tract of land at 218th St. and Broadway, and closer to Columbia University, has been made available for use as a new athletic field.

Columbia University, therefore, has no further use for the Columbia Oval property, and that is the reason for its sale, and one of the best opportunities to buy, at your own price, lots that should have a splendid, money-making future.

75% ON MORTGAGE AT 6%; OR 50% AT 4 1/2%
Title Guarantee & Trust Co. Policies Free

JOHN B. PINE, Attorney, 63 Wall Street, New York City

SEND FOR BOOKMAP
And Visit the Property To-day

67 Liberty Street
New York

Joseph Day
Auctioneer INC.

SEND FOR BOOKMAP
And Attend the Sale Next Thursday

Telephone
Cortlandt 0744

VISIT THE PROPERTY TO-DAY: Take 6th or 9th Ave. "L" or Jerome Ave. subway to Mosholu Parkway station; walk north to Gun Hill Road and the property; or take 3rd Ave. "L" and Webster Ave. extension to 210th St. and walk one block north to property; or White Plains Ave. subway to 211th St. (Gun Hill Road) station and walk west to property.